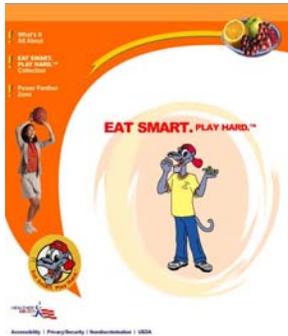


Eat Smart. Play Hard.™ Web Site –

<http://www.fns.usda.gov/eatsmartplayhard>

Increasing Access to Nutrition and Physical Activity Resources



The Eat Smart. Play Hard.™ Web site gives schools, health workers, and educators at the State and local level resources to promote healthy eating and physical activity among youth and caregivers. The Web site is a component of USDA's Eat Smart. Play Hard.™ Campaign and an integral part of the President's *Healthier US* initiative. It contains materials and ideas that educators, parents, caregivers, and others can use to make nutrition education fun for kids. Many of the materials can be downloaded and customized.



The *What's It All About* section sets the stage for the site by first giving an overview of the campaign. What follows includes ideas for educators on how to integrate messages on breakfast, healthy snacking, physical activity, and balancing eating and activity into nutrition education programs to make them come alive, drop-in articles for newsletters or local newspapers that can be customized for local use, and a description of organizations who support the campaign.



The Eat Smart. Play Hard.™ Collection features promotional and educational materials such as cool stuff for kids (activity sheets, stickers), a parent's place (brochures, bookmark), professional tools (posters, tip sheet, clip art, camera ready slicks, campaign products guidelines), and the Power Pac – a collection of the Eat Smart. Play Hard. Materials. Please click here for a look at our June highlight: [Power Pac! Eat Smart. Play Hard.™](#) Clip art of the campaign's spokescharacter, Power Panther™ can be downloaded, customized, and used to make nutrition education exciting for kids. Included is a tip sheet of nutrition and physical activity messages to use in newsletters, brochures, lunch menus, activity sheets, and other promotional materials.



The Power Panther™ Zone contains information and resources on the campaign spokescharacter including a biography, camera-ready slicks, clip art, a costume, and photo gallery. The Power Panther™ photo gallery contains a variety of photographs of visits to events at schools, community activities, conferences, and special events across the country. These photos help to spark ideas on how to use Power Panther™ and other campaign materials